

WEST ALLIS BEAUTIFICATION COMMITTEE MINUTES

Monday, March 9, 2015 - 7:00 PM
West Allis City Hall Conference Room 118
7525 W. Greenfield Ave.

The meeting of the West Allis Beautification Committee was held on Monday, March 9, 2015, at 7:00 PM. at City Hall.

Present: Mike Rushmer, Sharon Plucinski, Marcia Lawson, Patricia Wolfe, Mary Johnson, Judy Hutto, Charlene Dempsey, Michael May, Christina Lund, Andi Hetzer

Excused: Virginia Stuller

Old Business

Approval of Minutes from January Meeting

Keep Greater Milwaukee Clean

- Virginia is attending a meeting on 3/10/15
- Mike Rushmer is a site coordinator
- Mike Rushmer is looking into how long the coupons are valid for, which will determine how long the program runs
- Veteran's Park event is scheduled for 4/18/15
- Rainbow Gardens neighborhood is wanting to participate

Porch Award Design

- Design A was the overall favorite, with a few modifications
 - Add yellow house color and green roof
 - Remove items from the window
 - Red planters with white flowers
- Andi will meet with Geoff Graham, city sign maker, to create a mock up that will be distributed to the group for final approval

Elementary School Challenge

- Christina has a meeting scheduled for 3/18/15 to discuss school participation
- Michael May is also involved and will attend the same meeting

New Business

Online Nomination Submission Form

- Residents can now submit nominations online through the Beautification Committee page
- We will publicize the online form in the city newsletter and via social media outlets once the weather warms up
- Beautification Committee website should be updated with criteria for nominees

Social Media Presence

- Beautification Committee news and updates will be shared via social media sites such as Twitter, Facebook and Next Door Neighbor when warmer weather arrives

Community Development Block Grant

- Beautification Committee needs a new representative for CDBG
- Mary Johnson is considering

Committee Reports

Fourth District

- We currently have no representatives for the Fourth District on the committee
- Sharon may know someone who is interested, she will contact them

Staff Reports

Tree Plantings

- The Forestry Division will plant an estimated 600 new trees this spring
- Possibly 100 (or more) additional trees in the fall

National Avenue Survey

- Michael May brought up the National Avenue Survey, asking residents what they want the street to look like
- Discussed that National Avenue does not have enough room to support trees
- Discussed the idea of having planters similar to those on Greenfield Avenue in the downtown West Allis area
- Possibility of having residents/businesses 'adopt a planter' similar to programs found in surrounding municipalities

Upcoming Meeting Dates for 2015

- May 11
- July 13 (review properties)
- September 14 (awards – tentative)
- November 16

Adjournment